

Final Fantasy Tactics™

Release date: January 27, 1998
Genre: Battle game (*Note: game editors and hard core gamers may call it a Strategy/RPG*)

Primary Target: Square Soft & FFVII gamers
Secondary Target Strategy Gamers who've played Vandal Hearts and Tactics Ogre
Players: 1
Peripheral support: Standard

ISDA Rating: T
ISDA descriptor: Animated Violence
Mild Language

Developer: Square Soft®
Code status: Completed

Forecast: 200K (12 month forecast)

Support for forecast:

- Vandal Hearts current sales of 80k
- Final Fantasy VII US installed base will be over one million when Tactics is released.
- Sales in Japan: 1.5 million

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Background

Final Fantasy Tactics can sell over 200,000 units. The Final Fantasy name alone gives the title strong pre-built awareness. How Final Fantasy Tactics is positioned to best maximize the Final Fantasy name and how effectively the target is reached will be the main concerns of the launch.

This campaign's objective is to achieve highly targeted awareness and trial. In a sense, it aims to reach the first 300k users who purchased Final Fantasy VII and assumes these users are Square enthusiasts, heavy game magazine readers, and purchased FFVII at specialty chains.

Marketing Objectives

1. Achieve a high level of awareness and trial among Final Fantasy VII and Strategy gamers in February and March.
 - Use print advertising in videogame and RPG books during peak selling period.
 - Implement targeted promotions to FFVII and Square Soft consumer.
 - Cross-promote title in all Square games and promotions.
 - Reach the Internet Square fan. Final Fantasy Tactics already has a following
 - Utilize line look (white box, CG graphics, cinematic, epic look and feel).
2. Clearly differentiating *Final Fantasy Tactics* from *Final Fantasy VII*. All communication must promote the following:
 - Define Final Fantasy Tactics as an epic battle game in a new Final Fantasy world where gamers fight hundreds of battles in a great war.
 - Clearly show that it is not an RPG, or an add-on disk to FF7.
 - Use the Final Fantasy and Square Soft name to mean "excellent, epic, high-quality."

Note: Both games share similar Final Fantasy elements: magic systems (summon monster magic spells; shared character classes), Chocobos, and Cloud and Aries time travel into FF Tactics for a brief appearance.

Marketing Support Recommendation (*current activities in italic*)

Print

- February and March books: enthusiast, RPG.
- 2-page spread (or more if compelling)

Promotions

- In-magazine trading card promotion w/ dollars-off coupon.
- *Direct mail collector's video program coupon offer.*

Account Specific Promotion and Co-op

- Create pre-sell, co-op, and awareness programs in the top-five selling retailers of FF7 (Toys, EB, Kaybee, Babbages, and Best Buys).
- Partner with Prima Publishing to enhance and extend promotions.

In-store POP

- In-store POP targeted to the top-five selling retailers of FF7

Public Relations

- Target enthusiast and RPG books.
- Place emphasis on creating in-depth strategy articles.

Internet

- Create a “Bushido Blade” sized web page for PlayStation site and link it to Square
- Create an targeted Internet promotion/advertisement.

Square Soft line pieces

- Implement a Square Soft specific POP program highlighting Final Fantasy VII, Bushido Blade, Final Fantasy Tactics, and SaGa Frontier.
- *In the August & September H/W builds placed one million “Square Soft on PlayStation Interactive Sampler” CDs.*
- *In November & December mailed “Square Soft on PlayStation Collectors Video” to one million Square gamers*
- *Title cross-sold in FF7 & Bushido Blade manuals.*

PlayStation Underground

- Include sales video in PSU #4.
- *Has appeared in #2 in the Interactive Sampler*

Strategy Guide

- Official Strategy Guide from Prima™ Publishing

Product Position

The epic battle game in a new Final Fantasy world.

Game Description

Final Fantasy Tactics™ is a totally new game where players fight for victory in a war-ravaged world. Hundreds of battles, power struggles, double-crosses, and darker dealings are in store as players fight across dangerous 3D terrain.

In **Final Fantasy Tactics**, the player will lead an elite fighting squad of his own choosing into battle. To win he must develop them into powerful Dragon Knights, Black Mages, and more. With 19 fighting classes and 400 abilities to master, the replay value and challenge is high -- only the strong will survive.

“...**Final Fantasy Tactics** is a masterpiece.” concludes Video Game Spot, “...from the impressive 3-D terrain, to the expertly animated characters, to the gorgeous soundtrack, to the sheer volume of available game play options.” Created by Square Soft ®, the makers of Final Fantasy ® VII. Only on PlayStation™.

Features

- An epic battle game from the makers of Final Fantasy® VII, Square Soft®.
- Hundreds of battles across 3D terrain -- forests, castle ramparts, and more.
- Solid character creation system for high replay value.
 - 19 character classes to choose from
 - Knights, Mages, Bards, Archers, Thieves, and more.
 - Master over 400 abilities.
 - Includes customization options for deeper character development
- An easy to use battle interface for the game's deep battle and magic system.
- An ancient Final Fantasy® world where Final Fantasy VII's Cloud and Aeris time travel to make an appearance.
- In-game interactive manual and beginner's guide that teaches players how to develop characters and fight.
- Memory card save feature included.
- From Square Soft ®. Only on PlayStation™.

Top five sellers of Final Fantasy VII

Acct	#of stores	FFII sales
1. Toys	683	160k
2. EB	405	120k
3. Kaybee	1,150	99k
4. Babbages	804	97k
5. Best Buy	253	78k

Other chains and ranking: 6) Target/52k; 7) Sears/47k; 8) K-mart/46k;
9) Circuit City/14k; 10) Fred Meyer/6k.

Prima Publishing Background

Prima is creating the official strategy guide for Final Fantasy Tactics. They're working with Kenji Mimura of Square Soft for all approvals. Prima is currently working with retailers to set up promotions for the book. They've been very successful with partnering with EIDOS with the release of Tomb Raider 2.

Julie Asbury is the marketing manager and Mark Hughes is sales manager. Mark works directly with the Book/Video Game Buyer to set up the programs. After several discussions with them it is clear they are interested in implementing cross-promotions with SCEA.

They have strong contacts with EB, Toys, Babbages, Best Buy, Kaybee, and Walmart.

Prima's top accounts

EB – Prima is able to do pre-sell programs, displays, and giveaway items (mini-guides, trading cards, posters). They feel the book buyer (Jason) and video game (Sharon) close relationship makes it easier to implement programs.

Toys – Prima partnered with EIDOS and Toys to implement a direct mail promotion to for Tomb Raider 2. Toys mailed a post card to all their Tomb Raider 1 gamers which included an offer for the exclusive strategy guide. Prima made it exclusive by doing a special run of the guide that include a poster and Toys R Us on the cover. Prima would like to partner with SCEA to do something similar with Toys with the FF7 database.

Babbages – They do standard promotions with Babbages and have found doing more complex promotions difficult. The video game buyer (Doreen) handles book buying through an assistant. Programs should be straightforward and easy to implement.

Kaybee – They are including the FF Tactics Strategy Guide in the Presidents catalog; Prima is interested in doing more.

Best Buy – Direct mail and a mini-hint guide offers are possible with this account.

Walmart – Like Toys, Prima can create a Walmart specific build of the strategy guide for Walmart.

Final Fantasy Tactics Story

Final Fantasy Tactics is about re-fighting a war that took place many years ago and discovering the true history of the war. The *official history* handed down by **the church** is false and the truth is revealed as the game is played.

The *official history* says the warrior **Delita** brought the kingdom everlasting peace and prosperity after coming to near ruin from the Lion War. Because of his great deeds the people made him king.

The *official history* also says that the “Lion War” started as a blood feud over the abduction of princess Ovelia. The two families are Larg (White Lion crest) and the Goltana (Black Lion crest). **Delita** fought for and lead the larg family to victory. He fought because it was morally right to save the abducted princess and bring peace to the kingdom.

The truth is the church hired **Delita** to engineer the kidnapping and bring the two families into conflict. After both families were weakened by the war **the church** made **Delita** king. **Delita** also murders both heads of the warring families and kills the abducted princess, as well.

The true hero of the war is **Ramza**, who actually lead all the battles. **Delita** fought beside him only to betray **Ramza** in the end. The other main achievement of Ramza is he defeats **the Lucavi**, which are mystic demons from hell. (The appearance of **the Lucavi** is the big surprise in the story and should only be hinted at in the advertising). **The Lucavi** entered the world through the **Zodiac Stones**. How they do this is unclear. What is clear is the church wants the stones for their legendary power.

In the end the church gets everything – the kingdom, the puppet king, Delita, and the stones. The church’s *official history* makes no mention of Ramza, The Lucavi, or the Zodiac Stones.

Main Characters

1. **Ramza**, a young warrior from the Larg family. The game is mainly told from his point of view. He wins the war and even more defeats the mystic demons. It is the defeat of the mystic demons that brings everlasting peace to the land.
2. **Ovelia** – a princess of the Larg family who is the heir to the throne of the empire. Her kidnapping ignites the war.
3. **Delita** – The real villain of the story; he kills and betrays to become king.
4. **The Church** – a dark agent in the war. The church makes Delita their puppet-king so they can have all the control. In the end, the church achieves their goal..
5. **The Zodiac Stones** – 12 stones named after the signs of the Zodiac. The Lucavi appear to use them to gain entrance into the world. Not much else is known about the stones.
6. **The Lucavi** – 12 mystic demons that enter the world with the intent to destroy. They are defeated by Ramza.

